

The thesis „The Influence of Media on Body Image with Emphasis on the Issue of Eating Disorders” deals with the impact of media on body perception regarding the current beauty ideal, the cult of slenderness as well as the causes of eating disorder spreading in today’s world. This thesis aims to determine how media influences body image of the current society and what part it has in the origin of eating disorders. In terms of this aim, the thesis is divided into theoretical background, a part about body image, followed by the part about beauty ideal, then eating disorders and research. The theoretical part discusses the theory of social and media reality, expected media impacts on people as well as selected theories concerning the media impact on body image. The next part deals with the term body image. The third part involves discussion about the ideal of beauty and introduces three current theories about direct impact of media on body image. It also shows some examples from today’s media concerning the topic. The fourth part deals with the eating disorders and their media discourse, followed by few examples of their spreading trend and also campaigns against them. The quantitative analysis aims to find out about today’s population body image, the importance of appearance and connection between media trends, body perception and expansion of eating disorders.